Branding questionnaire

1. What 3 global brands can you name?

2. What are 3 important aspects of a successful brand?

3. Do you ever prefer generic brands to name brands? Give an example.

4. Are you loyal to any particular brands? Explain why?

5. If you were creating a brand for milk, which of the above would best suit your product? Why?

6. What kind of product would benefit from the branding above?

7. What target audience would you like to create a brand for now?

8. What style of logo do you like? Explain what it means to you.

9. Are popular celebrities good brand ambassadors? Why? Give an example of a successful one?